



**SOFTENING THE 'HARD SCIENCE' OVER THE 'SOFT SCIENCE'**

# PROGRAMME BOOK



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Programme Book of the 5<sup>th</sup> International Soft Science Conference 2018, 25 – 27 September 2018, Kuching, Sarawak, Malaysia.

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## **ABOUT 5<sup>th</sup> ISSC 2018**

In general, management (soft science) can be defined as the art of conducting a planned process of working through and implemented in a systematic, organized and have certain guidelines. In this modern world, management is a problem that cannot be separated from humans. Management is a process of social and human development in harmony with the surrounding community. Management is often associated with the administration and when talking about the concept of management must cover the three key elements of management, organization and management procedures or guidelines. These three elements are independent of each other and have a balanced relationship.

In order to realise the elements mentioned above, the Research and Innovation Management Centre (RIMC), Universiti Utara Malaysia plans to organize the fifth International Conference on Soft Science 2018 (5<sup>th</sup> ISSC'18). This conference is believed to attract the attention of academics and professionals, to discuss and share their ideas and research to strengthen field management related 'soft science'. This is an appropriate effort and great potential to contribute to the discourse of current knowledge in the field of 'soft science'.

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## FOREWORD FROM THE ADVISOR

### 5<sup>TH</sup> ISSC 2018



Assalamu'alaikum w.b.t. and warm greetings.

Alhamdulillah, first and foremost, I am most grateful to Allah, the most gracious and most merciful, for His blessings in giving us the opportunity to organize the "International Soft Science Conference" (ISSC 2018). I would like to express my utmost gratitude and appreciation to all committee members and participants in ensuring the success of this event.

My highest appreciation goes to our main sponsor, Sarawak Convention Bureau. Your cooperation and commitment are greatly valued. And it is my hope that this cooperation will mark the beginning of a long-lasting relationship between both parties.

ISSC 2018 is a significant project for UUM, especially for RIMC, as an effort to produce creative and innovative research and publications. The establishment of this conference is one of the strategies among academics and professionals, to discuss and share their ideas and research to strengthen the field of management locally, and globally.

UUM pays great attention to the aspects of research and innovation, especially in Management or soft science. We are well known as an "Eminent Management University". And for that reason, we organized this fifth International Conference on Soft Science 2018 (ISSC 2018), to balance the process of social and human development in harmony with the surrounding community.

Through the flagship of the largest management university in Malaysia, UUM has obtained more than RM 100,000,000.00 research and consultation grants and more than 7000 publications in the area of management and business management over the last five years. Thus, we hope to increase the number of research products and at the same time, focal attention will also be given to the research publications.

Last but not least, I wish that everyone will have a wonderful experience at the conference. Thank you.

**Prof. Dr. Ayoib Che Ahmad**

Advisor of ISSC 2018 / Deputy Vice Chancellor Research and Innovation  
Universiti Utara Malaysia

## FOREWORD FROM THE CHAIRMAN

### 5<sup>TH</sup> ISSC 2018



Assalamu'alaikum w.b.t. and warm greetings.

On behalf of the Research and Innovation Management Centre (RIMC), Universiti Utara Malaysia, it gives me great pleasure to welcome all of you to 5<sup>th</sup> International Conference on Soft Science 2018 (5<sup>th</sup> ISSC'18). This conference is believed to attract the attention of academics and professionals, to discuss and share their ideas and research to strengthen field management related 'soft science'. This is an appropriate effort and great potential to contribute to the discourse of current knowledge in the field of 'soft science'.

In general, management can be defined as the art of conducting a planned process of working through and implemented in a systematic, organised and have certain guidelines. In this modern world, management is a problem that cannot be separated from humans. Management is a process of social and human development in harmony with the surrounding community. Management is often associated with administration. However, when talking about the concept of management it must cover the three key important elements namely as management, organization and management procedures or guidelines. These three elements are independent of each other and have balanced relationships among them.

The challenges now for all of us is to embrace the new ideas and approaches so eloquently anticipated during this conference by the gathering of a diverse group of researchers, academics, and students to share knowledge, exchange ideas, and analyse new theories, issues, and practices for the benefit to all. Engaging the minds of committed researchers from cross-fields, together we could further advance the development in the area of management (soft science).

A big thanks to our main sponsor Sarawak Convention Bureau (SCB) and other sponsors for generous support that contribute to the success of the 5<sup>th</sup> ISSC'18.

In closing, I would like to thank the organizing committee of the ISSC'18 for their ongoing efforts and achievement. Their dedication, from top to bottom, is extraordinary.

To all participants, I hope you will find this conference exciting, mind-opening and most delighting.

Thank you.

**Prof. Dr. Mohd Azizuddin Mohd Sani**

Chairman of 5<sup>th</sup> ISSC'18 / Director Research and Innovation Management Centre  
Universiti Utara Malaysia



## PROFILE KEYNOTE SPEAKER

PROF. ULUNG DATUK DR. SHAMSUL  
AMRI BAHARUDDIN



Professor in Social Anthropology (from 1991), Shamsul Amri Baharuddin has more than 30 years of teaching & research experience (since 1973) with Universiti Malaya and Universiti Kebangsaan Malaysia (UKM), including short stints at CNRS Paris, Bielefeld University, Germany, Osaka University & Kyoto University, Japan, Leiden University, The Netherlands, Lund University, Sweden, UNPAD, Indonesia, National University of Singapore (NUS), University of Hawaii, Harvard University, and University of Melbourne & Monash University, Australia. He was Dean, Faculty of Social Sciences and Humanities (1997- 1999), Director, Institute of the Malay World & Civilization (ATMA), 1999-2007, Founding Director, Institute of Occidental Studies (IKON) 2005-2007 and the Founding Director, Institute of Ethnic Studies (KITA), UKM, from 2007 to date. He has successfully supervised 23 PhDs and 15 Masters. Another 11 PhDs and 2 Masters are works in progress. He has published widely locally and internationally on development studies, Islamic modernity, colonialism and knowledge production, nations and nationalism, identity formation and popular culture and edited (2007) the Module on Ethnic Relations, a compulsory university course on ethnic relations, for 21 Malaysian public universities. He is also sought after by local and international mass media (Al-Jazeera, BBC, ABC, etc) as an analyst on Malaysian current affairs. In 2008 he won the Laureate Academic Prize of the prestigious Fukuoka Asian Cultural Prize, Japan. Most recently he was elevated to Distinguished Professor by the Ministry of Higher Education, Malaysia.

## PROFILE KEYNOTE SPEAKER

PROF. EMERITUS DR. RANJIT SINGH  
DARSHAN SINGH



Prof. Dr. Ranjit Singh Darshan Singh was born on 11 November 1944 in Punjab, India. He received his primary education at the Stella Marris School and secondary education at Derma English School in Kangar, Perlis, from 1954 to 1962, before enrolling into the Malayan Teacher's Training College in 1964. He taught in various schools for about three years at Kota Bharu, Kelantan, before pursuing his tertiary education at the University of Malaya (UM), where he graduated with a B.A. (Hons.) in 1972. His deep interest in learning and the trajectory of his new career in tertiary education prompted him to successfully complete his M.A. in History in 1977 and Ph.D. in 1986. Starting from his position as a tutor at UM in 1973, Prof. Ranjit rose through academic ranks: promoted as a lecturer in 1979, Associate Professor in 1990 and Professor in 1998. An opportunity to work further afield afforded itself when the Universiti Utara Malaysia (UUM) welcomed Prof. Ranjit to become a part of the team entrusted with the task of developing the management of the University, where he held the post of Professor from 2006 until 2016. Currently, he is affiliated as Emeritus Professor to the College of Law, Government and International Studies, UUM. Prof. Ranjit's areas of specialization encompasses the history, government and politics of East Malaysia and Southeast Asia, as well as International Relations, Strategic and Defense Studies. Prof. Ranjit has done research on a wide range of historical themes and has published numerous books, academic articles, and reports. Prof. Ranjit is a renowned historian and has put to good use his craft in the service of the nation to which he has contributed in no small measure. His most notable contribution to the country was when he was assigned as the consultant to the Ministry of Foreign Affairs from 1991-2002, to lead a team to prepare historical evidence to support Malaysia's claim in the dispute with Indonesia over the Sipadan and Ligitan Islands at the International Court of Justice. Prof. Ranjit has also contributed his expertise and knowledge as the adviser to the Ministry of Defence and the Ministry of Education. Prof. Ranjit has shared his expertise and acquired, in exchange, immense knowledge with foreign counterparts through academic attachments, and became Visiting Scholar at prestigious Universities such as University of London (1984, 1991); University of Hiroshima (1996); Indiana University, Bloomington (1997); University of Utah (1997); and University of La Plata, Argentina (2000). Apart from academic positions and administrative posts at the university level, Prof. Ranjit is also the member of various professional bodies, such as the Historical Society of Malaysia, the Malaysian Institute of Patriotism and the Malaysian Association of International Studies.

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## OVERALL CONFERENCE SCHEDULE FOR 5<sup>th</sup> ISSC 2018

Date: 25 - 27 September 2018

Venue: The Waterfront Hotel,  
Kuching, Sarawak

### TUESDAY, 25 September 2018: Conference Day 1

TIME	PROGRAMME
7.30 am	Registration
8.00 am – 9.00 a.m	Parallel Session 1
9.00 am	Welcoming Remarks
	Arrival of Guests
9.15 am	Opening Remarks by Yang Berusaha Prof. Dr. Ayoib Che Ahmad Deputy Vice Chancellor (Research & Innovation), UUM
9.30 am	National Anthem 'Biru Warna' Singing Doa Recitation Corporate Video Presentation
10.00 am	Launching Ceremony by : Yang Berusaha Prof. Dr. Ayoib bin Che Ahmad
	Awards and Token-Giving Ceremony
	Photography Session
10.45 am	Break
11.00 am	Keynote Address 1 by:
	Prof. Ulung Datuk Dr. Shamsul Amri Baharuddin "Softening of the Domination of 'hard-science' over 'soft-science' in Malaysia : A brief observation"
12.15 pm	Keynote Address 2:
	Prof. Emeritus Ranjit " The Rise of State - Based Nationalism in Sabah and Sarawak and Possible Portents For The Future of The Nation"
1.15 pm - 2.30 pm	Lunch Break
2.30 pm – 3.30 pm	Parallel Session 2
3.30 pm	Tea Break
4.00 pm – 6.00 pm	Parallel Session 3
	Disperse (No Meals Provided)

# PARAREL SESSION SCHEDULE FOR 5<sup>th</sup> ISSC 2018

Date: 25 - 27 September 2018

Venue: The Waterfront Hotel,  
Kuching, Sarawak

<b>TUESDAY, 25 September 2018: Conference Day 1</b>				
7.30 am	Registration			
8:00 am – 9:00 am	Parallel Session 1			
	<u><b>TABAU 1</b></u> Tourism & Hospitality (PID: 657, 669, 651)	<u><b>TABAU 2</b></u> Others Topics Related to Social Science Studies (PID: 717, 695, 635, 615)	<u><b>TABAU 3</b></u> Education & Languages (595, 598, 544, 692)	<u><b>KABU</b></u> Accounting (608, 652, 644, 631)
9.00 am – 1.15 pm	Welcoming Remarks(Kerangas)			
1.15 pm – 2.30 pm	Lunch Break			
2:30 pm – 4.40 pm	Parallel Session 2			
	<u><b>TABAU 1</b></u> Others Topics Related to Social Science Studies (PID: 629, 585, 672,540, 628, 569)	<u><b>TABAU 2</b></u> Technology Management (PID: 582, 607, 555, 678, 581, 606)	<u><b>TABAU 3</b></u> Build Environment (PID: 516, 533, 545, 565, 591, 592)	<u><b>KABU</b></u> Economic, Finance & Banking (PID: 687, 645, 666, 698, 625, 691)
3.30 pm	Tea Break			
4.00 pm – 6:00 pm	Parallel Session 3			
	<u><b>TABAU 1</b></u> Business Intelligence and Management (PID: 514, 503, 685, 600, 609)	<u><b>TABAU 2</b></u> Human and Social Development (PID: 673, 560, 580, 532, 611, 720, 719)	<u><b>TABAU 3</b></u> Tourism & Hospitality (PID: 661, 641, 626, 705, 642)	<u><b>KABU</b></u> Economic, Finance & Banking (PID: 557, 522, 527, 507, 564,624,716)
	Disperse			



**WEDNESDAY, 26 September 2018: Conference Day 2**

7.45 am	Registration			
8:00 am – 10.30 am	Parallel Session 4			
	<u>TABAU 1</u> Others Topics Related to Social Science Studies (PID: 543, 524, 525, 679, 676, 541, 517, 550, 646, )	<u>TABAU 2</u> Public Management & Law (PID: 573, 559, 566,570, 509, 574, 677, 723, 724, 667)	<u>TABAU 3</u> Communication & Media (671, 682, 521, 575, 593, 596, 602, 613, 614, 643)	<u>KABU</u> Technology Management (504, 535, 664, 556, 578, 718, 706, 665, 597)
10.30 am – 10.45 am	Break			
10.45 am – 1.00 pm	Parallel Session 5			
	<u>TABAU 1</u> Islamic Studies (PID: 508, 510, 571, 599, 601, 605, 623, 632)	<u>TABAU 2</u> Mathematics, Statistics and Quantitative Sciences (PID: 618, 561, 531, 683, 688, 689, 658)	<u>TABAU 3</u> Information Communication & Technology (PID: 662, 634, 640, 617, 686, 696, 704, 528)	<u>KABU</u> Accounting (PID: 512, 536, 708, 659, 603, 655, 587)
1.00 pm – 2.00 pm	Lunch Break			
2:30 pm – 4.00 pm	Parallel Session 6			
	<u>TABAU 1</u> Education & Languages (PID: 547, 612, 538, 551, 563, 584)	<u>TABAU 2</u> Economic, Finance & Banking (PID: 697, 703, 684, 699, 700, 693)	<u>TABAU 3</u> Build Environment (PID: 663, 619, 680, 721, 630, 616)	<u>KABU</u> Human And Social Development (PID: 633, 636, 653, 681, 712)
3.30 pm	Tea Break			
3.30 pm – 5.00 pm	Parallel Session 7			
	<u>TABAU 1</u> Others Topics Related to Social Science Studies (PID: 526, 660, 568)	<u>TABAU 2</u> Business Intelligence and Management (PID: 604, 648, 725, 726)	<u>TABAU 3</u> Build Environment (PID: 722, 638, 715)	<u>KABU</u> Technology Management (PID: 579, 668, 694)
5.00 pm	Closing Speech by: Assoc. Prof. Sr. Dr. Mohd Nasrun bin Mohd Nawi Director of 5 <sup>th</sup> ISSC'18			
	Photography Session & Disperse			

**WEDNESDAY, 26 September 2018: Conference Day 2**

TIME	PROGRAMME
7.45 am	Registration
8.00 am - 10.30 am	Parallel Session 4
10.30 am - 10.45 am	Break
10.45am – 1.00 pm	Parallel Session 5
1.00 pm - 2.00 pm	Lunch Break
2.00 pm – 3.30 pm	Parallel Session 6
3.30 pm	Tea Break
3.30 pm – 5.00 pm	Parallel Session 7
5.00 pm	Closing Speech by: Assoc. Prof. Sr. Dr. Mohd Nasrun bin Mohd Nawi Director of 5 <sup>th</sup> ISSC'18
	Photography Session
	Disperse

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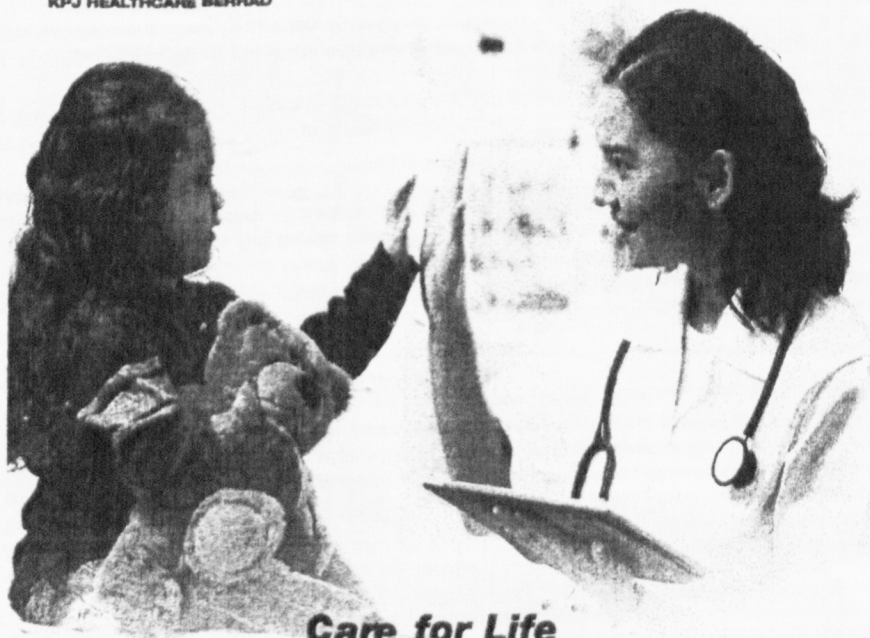


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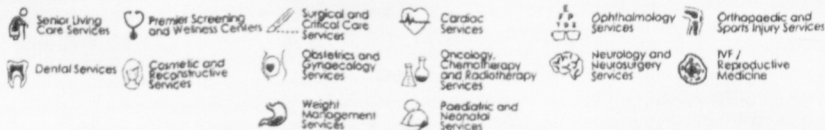
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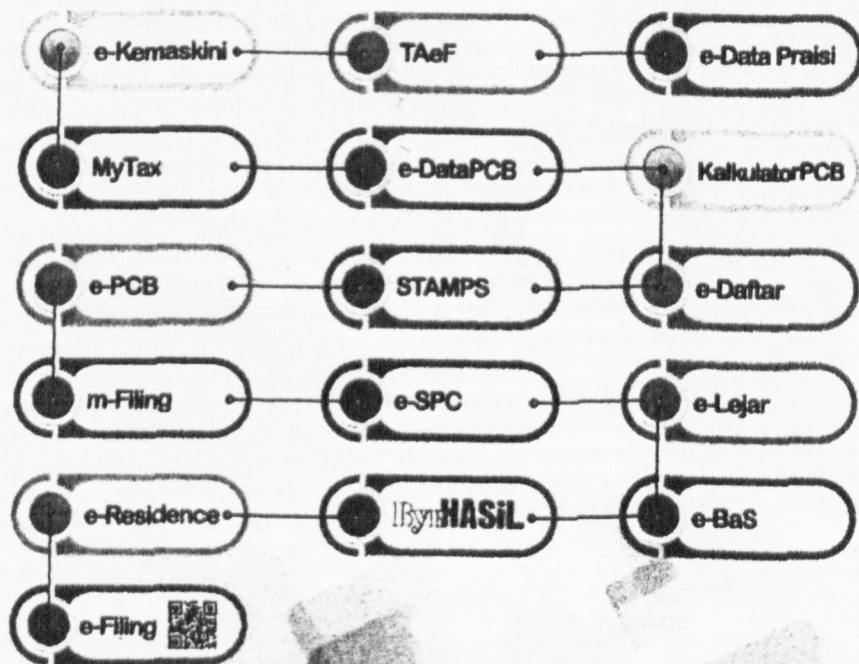


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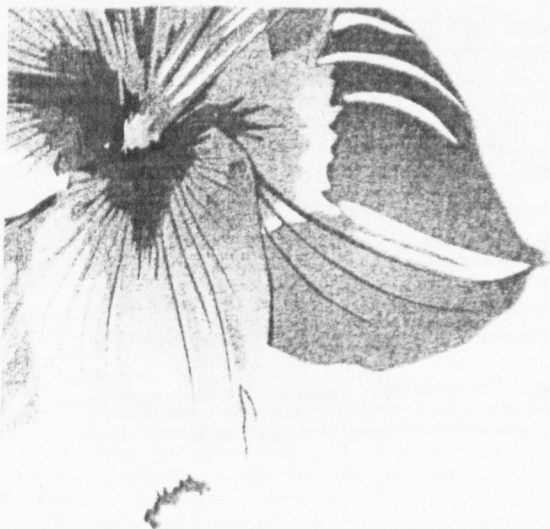
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